



Manager of Communications

About Eldercare Foundation of Vancouver Island

Eldercare is a registered charity that believes that all seniors deserve the chance to age with dignity. We pursue this vision by raising funds to enhance care and quality of life for local seniors in need.

Established in 1982, Eldercare's work includes:

- enriching the lives of seniors living in long-term care
- helping seniors struggling with chronic illness to continue living safely in their own homes
- supporting research and education initiatives aimed at improving seniors' care

At present, more than 2,000 Vancouver Island seniors are touched by Eldercare programs each month.

Position Overview

Reporting to the Executive Director, the Manager of Communications is a natural storyteller and expert brand builder responsible for developing and implementing comprehensive marketing and communications strategies that help advance the mission of Eldercare.

Key Responsibilities

- **Eldercare's brand:** define Eldercare's voice, and create brand guidelines
- **Communications planning:** create annual marketing and communications plans for Eldercare, and collaborate with staff to develop key fundraising and communications campaigns
- **Relationship building:** build and foster strong relationships within Island Health, with family councils and care residents, with external partners, and with local media organizations. A major component of this work is to establish bonds of trust with frontline care workers to capture stories about the impact of Eldercare's work
- **Storytelling and writing:** act as lead creator, writer and editor for Eldercare's donor newsletter and e-newsletters, social media channels, website, media releases, and for Eldercare submissions to Island Health and other partner publications.
- **Results tracking:** establish tracking and reporting systems to measure the effectiveness of communications efforts
- **Education:** support colleagues and Eldercare Board members to become effective brand representatives
- **Events support:** assist in the planning, promotion and production of all Eldercare public education, donor, and special events
- **Administration:** Support the Executive Director in policy development,

implementation, and adherence; reporting on strategic plan initiatives; requirements for Annual General Meeting; and annual budget preparations.

Qualifications

- Post-secondary degree in journalism, communications or marketing, or equivalent combination of education and experience
- 5+ years' experience in a senior communications role
- Demonstrated experience working with a variety of communication channels
- An exceptional storyteller
- A team player who easily builds relationships with internal and external people alike
- Excellent organisational skills and a natural multitasker
- An analytical mind with the ability to measure the performance of campaigns and draw meaningful conclusions
- Knowledge and experience in the charitable sector, and in donor motivations for giving and volunteering
- Proficiency with Microsoft Office Suite, and experience with major social media platforms, video and photo editing software
- Commitment to the well-being and dignity of the elderly population

Working Conditions

- Due to the nature of this position, some flexibility in work hours is required including occasional evening and weekend work
- Successful completion of a Criminal Record Check to work with a vulnerable sector

Salary and Benefits

- Full-time position with flexible schedule
- Salary range: \$46 - \$52 per hour
- Island Health extended health and dental coverage
- Municipal Pension Plan

How to Apply

- Please send a cover letter and resume to the attention of Tom Arnold, Executive Director, Eldercare Foundation at tom@eldercarefoundation.org
- The deadline to apply is Sunday, February 22, 2026.